



Agenda Item Number: 5-16-13.6C

**SANDOVAL COUNTY
BOARD OF COUNTY COMMISSIONERS**

**Date of Commission
Meeting:**

May 16, 2013

**Division / Elected
Office:**

Treasurer's Office

Staff Contact:

Laura M. Montoya

Title of Item:

RFP Bid award for Printing of 2013 Tax Bills

Action Requested:

Request for a Motion to Award Bid for Printing of 2013 Tax Bills to Automated Election Services in the amount of \$ 24,840

Summary:

The Sandoval County Treasurer's Office requested proposals for printing of 2013 tax bills. The RFP was advertised in the Albuquerque Journal on April 3, 2013 and closed April 24, 2013. Four proposals were received by:

1. Automated Election Services
2. LithExcel
3. Marketing Strategies, Inc.
4. The Printers, LLC

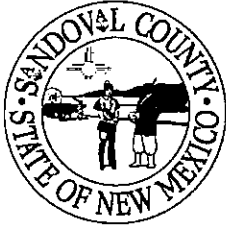
A five member committee rated proposals based on set criteria addressed in the RFP.

Attachments:

Evaluation Report

FISCAL IMPACT

\$ 24,840 will be budgeted in the FY 2013/2014 Treasurer's budget.



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STAFF ANALYSIS SUMMARY

County Manager:

Recommend Board of County Commission approval. PPR 05/09/2013

**Initiating Elected Official /
Division Director:**

Automated Election Services met the criteria and was the most qualified and less expensive of all four offers. LMM 04/26/13

Legal:

A contract will need to be negotiated and executed. PFT 5/9/13

Finance:

Funding is included in FY 13-14 Budget-
Recommend Approval CCH 5/9/13

Procurement process has been followed.
Recommend Approval – LO 5/9/13

2013 PROPERTY TAX BILLS
RFP# FY13-TR01

EVALUATION COMMITTEE REPORT	
DEPARTMENT	Treasurer's Office
RFP TITLE	2013 Property Tax Bills
RFP NUMBER	FY13-TR01
DATE OF REPORT	4/25/13
ASSEMBLED BY	Liz Otten, Procurement Officer / Sandoval County Finance Department
PHONE/EMAIL	(505) 404-5873 lotten@sandovalcountynm.gov

The purpose of this report is to concisely summarize the activity and recommendations of the evaluation committee process. The Evaluation Committee Report will be written by the Procurement Officer, approved by the evaluation committee, and become part of the procurement file. Committee scores for the proposals along with justifications given by Evaluation Committee members for scores are provided for each category.

Scores and Justifications

Section 1

1. Ability to comply with current postal regulations and requirements and mail out tax bills by statutory deadline of November 1st. (20 points possible)

Offeror	Committee Score	Justification for Points Awarded					
Automated Election Services	20	Requested information was thoroughly explained by the offeror and met expectations of the Evaluation Committee Members. This offeror has experience with necessary bulk mailing, permits, NCOA, and data management.					
		Individual Scores:	20	20	20	20	20
LithExcel	19	Requested information was thoroughly explained by the offeror and met expectations of the Evaluation Committee Members. This offeror is familiar with large scale mailing, but some specifications could have been provided in more detail.					
		Individual Scores:	20	20	20	20	15
Marketing Strategies, Inc	3	This offeror did not mention capability of meeting postage requirements, statutes, or permits. Previous performance history is related to newsprint.					
		Individual Scores:	5	0	0	5	5
The Printers, LLC	3	The presentation of the proposal was unorganized. The Evaluation Committee Members found little information in the proposal regarding capabilities to comply with postal regulations and requirements. The requirements were restated, but a clear layout of the processes was not provided in this response.					
		Individual Scores:	5	0	0	0	5

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2. Guarantee that all work will be performed in-house within Sandoval county or the State of New Mexico. (30 points possible)

Offeror	Committee Score	Justification for Points Awarded					
Automated Election Services	30	This Offeror is located in Rio Rancho within a short distance from the Treasurer's Office. All work will be performed in-house without the use of sub-contractors.					
		Individual Scores:	30	30	30	30	30
LithExcel	28	This Offeror is located in Albuquerque. The proposal provided documentation that the offeror is able to perform required tasks in-house without the use of sub-contractors.					
		Individual Scores:	25	30	30	20	20
Marketing Strategies, Inc	24	This Offeror is located in Albuquerque and will be working with a reputable sub-contractor. This Offeror's responses did not clarify if the requirements of the project were completely understood.					
		Individual Scores:	25	10	30	25	10
The Printers, LLC	10	This Offeror is located outside of Sandoval County. The proposal states that 2 sub-contractors will be used and their locations and reputations are unknown. The brief responses did not clarify how the work would be completed.					
		Individual Scores:	10	10	10	10	10

3. Experience and qualifications of the Offeror to perform services as outlined in this RFP. Discuss fully your approach to each of the applicable tasks and requirements described in this RFP. Responses should cite the paragraph referenced in this RFP. (30 points possible)

Offeror	Committee Score	Justification for Points Awarded					
Automated Election Services	29	Responses regarding experience and qualifications by this Offeror are thorough and complete. Offeror thoroughly explained extensive experience with tax bills and has worked with the Treasurer's Office. The Offeror is familiar with bulk mail procedures and has shown improvement in providing more options for mailing multiple bills to addressees. Offeror states that all work will be completed in-house and employees stated willingness to put in overtime hours if necessary to meet deadlines.					
		Individual Scores:	30	30	30	25	29
LithExcel	19	The responses by this Offeror were acceptable, but minimal in regard to the layout of the process. There was no mention of the statutes for mailing the tax bills and this Offeror did not include documentation of prior experience with tax bills. References were not provided. This Offeror did not list experience working with county governments or with billing. The Offeror did provide the option to mail two or more bills to the same address as an alternative option. This proposal did not provide enough details regarding experience and qualifications.					
		Individual Scores:	20	20	20	20	15
		Evidence of required qualifications was not provided. Responses					

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Marketing Strategies, Inc	5	were minimal in reference to prior performance history. As a newer company, this Offeror did not provide proof of ability to perform required tasks. The proposal's hand written tabs and presentation was not as professional as proposals submitted by other offerors. The references were included in the proposal although the directions stated that references were to be sent to the Procurement Officer directly from referring entities & looked as though written in same handwriting.					
		Individual Scores:	20	0	0	5	0
The Printers, LLC	0	Requirements were restated but the process and approach for meeting the requirements in the RFP were not explained. Information was not provided to prove that the Offeror has the ability to complete the necessary tasks of this project. Tabs in binder were backwards.					
		Individual Scores:	5	0	0	0	0

4. Cost Proposal – cost proposal(s) will be evaluated to determine which proposal represents the best value to the County and consumers. (20 points possible)

Offeror	Committee Score	Justification for Points Awarded					
Automated Election Services	20	This Offeror's cost proposal was the most competitive and was thoroughly explained. This Offeror is the lowest bidder.					
		Individual Scores:	20	20	20	20	20
LithExcel	8	This Offeror's cost proposal was confusing and too high. The Offeror proposed separate fees for Training and IT Support. The committee members stated that this cost proposal was deceiving and that the hidden charges would be too expensive for the Treasurer's Office.					
		Individual Scores:	10	5	15	10	0
Marketing Strategies, Inc	1	This Offeror's cost proposal did not show that the firm had an understanding of the scope of work and their ability to handle the project. Cost increased annually with no explanation.					
		Individual Scores:	5	0	0	0	0
The Printers, LLC	6	This Offeror's cost proposal did not prove that the scope of work was understood or how the work would be completed.					
		Individual Scores:	0	0	15	15	0

Total Scores

Automated Election Services	99 Points + 5 Points for Resident Preference = 104 Points Total
LithExcel	74 Points + 5 Points for Resident Preference = 79 Points Total
Marketing Strategies, Inc	33 Points Total
The Printer, LLC	19 Points Total

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Section 2

1. Resident Preference or Resident Veteran's Preference (5% or up to 10%)

Offeror	Documentation Provided / Preference Awarded?
Automated Election Services	Required Documentation Provided: 5 Points Awarded
LithExcel	Required Documentation Provided: 5 Points Awarded
Marketing Strategies, Inc	Required Documentation for Preference Not Provided
The Printers, LLC	Required Documentation for Preference Not Provided

2. Financial Stability

Offeror	Pass/Fail
Automated Election Services	Pass
LithExcel	Pass
Marketing Strategies, Inc	Pass
The Printers, LLC	Fail: Documentation was not provided as required

3. Letter of Transmittal

Offeror	Pass/Fail
Automated Election Services	Pass
LithExcel	Pass
Marketing Strategies, Inc	Pass
The Printers, LLC	Pass

4. Campaign Contribution Disclosure Form

Offeror	Pass/Fail
Automated Election Services	Pass
LithExcel	Pass
Marketing Strategies, Inc	Pass
The Printers, LLC	Pass

5. Employee Health Coverage Form

Offeror	Pass/Fail
Automated Election Services	Pass
LithExcel	Pass
Marketing Strategies, Inc	Pass
The Printers, LLC	Pass

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EVALUATION COMMITTEE MEETING		
<i>Reason for Meeting</i>	<i>Date of Meeting</i>	<i>Summary of Meeting</i>
Evaluation of Proposals submitted for the 2013 Property Tax Bills: RFP #FY13-TR01.	4/25/13	Evaluation Committee members reviewed and scored proposals submitted in response to the Request for Proposals.
SUMMARY OF AWARD RECOMMENDATION: <i>The proposal submitted by <u>Automated Election Services</u> received the highest total score and was recommended unanimously by the committee as the finalist to be awarded the contract for the 2013 Property Tax Bills. The proposal submitted by Automated Election Services was the most comprehensive including documentation of extensive experience, knowledge, and understanding of the postal regulations and requirements for mailing the property tax bills by the statutory deadline. Automated Election Services also provided all of the documentation requested in the Request for Proposals.</i>		

Recommended Offeror: **AUTOMATED ELECTION SERVICES**

Liz Otten

Printed Name and Signature of Procurement Officer

Date